

EDIT ---- VNUSR6.WEEK.DATA
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 000001 1RPT 0159
 000002 WEEKLY SALES - MARKET RESEARCH
 000003 WEEK ENDING 03/30/87
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 PHILIP MORRIS U.S.A.
 WEEKLY SALES - MARKET RESEARCH
 WEEK ENDING 03/30/87
 BRAND PRODUCT UNIT
 CODE DESCRIPTION SALES
 E001 MARL FT BOX 583,125,400
 E004 PARL LIGHTS SP KS 25,563,200
 E005 PARL LIGHTS FT BOX 31,859,600
 E006 B & H REG 9,000
 E007 B & H KS 1,155,000
 E008 SARATOGA 120S 19,450,000
 E009 PM COMM 10,038,000
 E010 PM REG 1,755,600
 E013 SARATOGA 120 MENTHOL 9,702,800
 E014 HI-LITE 100S FT BOX 18,000
 E015 ENG OVALS REG 3,000
 E018 MARL LIGHTS 100S 178,097,600
 E019 MARL LIGHTS 100S BX 75,760,600
 E021 MARL KS MENTHOL 25,893,400
 E022 PLAYERS 243,200
 E027 ALPINE 3,347,200
 COLUMNS 001 072
 SCROLL ----> CSR
 322,042,400
 E029 MARL SP KINGS 360,000
 E034 MULTIFILTER MENT 9,400
 E035 GALAXY 18,400
 E036 PM INTL MENTHOL 108,000
 E037 CAMBRIDGE 100S SP 11,632,600
 E038 ENG OVALS KS 267,000
 E039 MULTIFILTER 6,106,600
 E040 B & H 100S 78,925,600
 E041 3&H 100S FT BOX 12,400,400
 E042 3&H 100S MEN FT BOX 8,315,200
 E043 B & H 100 MENTHOL 79,601,400
 E048 MARL SOFT 100S 176,864,800
 E050 PARL LIGHTS 100S 40,093,400
 E051 B & H 100 LIGHTS 59,681,600
 E052 B&H MEN 100 LIGHTS 51,696,200
 E053 MARL BOX 100S 102,222,400
 E060 VA SLIMS FILTER 56,025,600
 E063 VA SLIMS MENTHOL 48,699,600
 E064 VA SLIMS LIGHTS BOX 59,689,400
 E065 VA SLIMS LTS MEN BX 68,913,200
 E066 MARL LIGHTS 328,401,600
 COLUMNS 001 072
 SCROLL ----> CSR
 203,244,200
 E069 MARL LIGHTS KS BOX 107,542,800
 E071 MERIT 22,631,400
 E072 MERIT MENTHOL 82,899,800
 E076 MERIT 100S 19,342,200
 E077 MERIT 100S MENTHOL 600,000
 E084 PM BLUES MENTHOL 146,000
 E085 PM BLUES 100 MENTHOL 58,318,000
 E102 MERIT ULTRA LIGHTS 15,909,600
 E103 MERIT ULTRA LTS 100S 46,221,800
 E104 MERIT ULT LT 100S MN 14,336,200
 E110 B&H 100S DELUXE ULT 61,015,600
 PHILIP MORRIS U.S.A.
 WEEKLY SALES - MARKET RESEARCH
 WEEK ENDING 03/30/87
 BRAND PRODUCT UNIT
 CODE DESCRIPTION SALES
 E111 3&H 100S DEL ULT MN 43,581,800
 E116 PLAYERS LOW TAR KGS 5,347,600
 E117 PLAYERS LOW TAR 100S 4,605,000
 E118 PLAYERS LOW TAR MEN 3,460,800
 E119 PLAYERS LT MN 100 2,477,000
 COLUMNS 001 072
 SCROLL ----> CSR
 28,353,500
 E120 MERIT KS BOX 20,587,400
 E142 CAMBRIDGE LIGHTS KS 7,427,800
 E143 CAMBRIDGE LTS MEN KS 27,394,800
 E144 CAMBRIDGE LIGHT 100S 13,431,800
 E145 CAMBRIDGE LT MN 100S 12,000
 E158 MARL LIGHTS MENTHOL 228,000
 E160 VA SLIMS UL LT BOX 28,529,200
 E162 VA SLIMS LTS 120S 24,389,800
 E163 VA SLIMS UL LTS MN 216,000
 E329 MARL SP KINGS 25S 32,570,875
 E366 MARL LIGHTS 25S 17,798,200
 E416 PLAYERS LIGHTS 25S 7,798,500
 E417 PLAYERS LTS 100S 25S 13,639,250
 E418 PLAYERS LIGHTS MN 25 3,982,000
 E419 PLAYERS LT 100 MN 25 8,073,000
 EBA4 BEST BUY FULL FLV KG 84,000
 EBA5 BEST BUY F FLAV 100S 300,000
 EBAF BEST BUY FIL LT KG 155,800
 EBAH BEST BUY MN LT KG 156,000
 EBAJ BEST BUY FIL LT 100 240,000
 EBAK BEST BUY MN LT 100 145,200
 COLUMNS 001 072
 SCROLL ----> CSR
 60,000
 EBAH BEST BUY UL LT KING 3049 300,000
 E601 ALL AMERICAN VAL REG 228,000
 E603 ALL AMERICAN VAL 100 156,000
 E605 ALL AMER VAL LTS REG 228,000
 E606 ALL AMER VAL LTS MEN 108,000
 E607 ALL AMER VAL LTS 100 336,000
 E608 ALL AMER VAL L M 100 252,000
 E609 ALL AMER VAL UL LTS 84,000
 E611 ALL AMER VAL ULT 100 216,000
 TOTAL SALES 3,615,998,525
 ***** BOTTOM OF DATA *****